

Proven-Effective Ideas to Attract More Customers and Promote for Greater Profits

Success Spotlight

Moving Targets® Clients Get Results!



“We’ve been a Moving Targets customer for some time now and it’s working! We have seen a greater than expected return. Word-of-mouth has been one of our best advertising methods until you guys came along. Your product has given us an open door to NEW customers. It’s a “Special Thank You” that cements our goodwill as an established auto repair facility. It has been working, as our new customers have become some large-ticket customers... and very satisfied ones at that! Thank You Moving Targets!”

Mark Anderson, Owner, Anderson Enterprises, Kenai, AK

Publicize Your Business Success!

We’d like to feature *your* business in an upcoming issue of *TargetTIPS!* Simply send us your story of 200 words or fewer along with your photo (via U.S. mail or email)... and we might promote your business in our next issue! Or call Jenna at: 800-926-2451, ext. 132.

Marketing

MAXIMIZER!

Direct Marketing Truths

A well-respected advertising guru stated these two direct marketing truths: 1) “*Direct marketing is the only medium that allows you to use hard numbers to plan, engineer, and measure programs*” and 2) “*Most people still don’t use the numbers to plan, engineer and measure programs.*” Hopefully you understand Truth #1 and don’t practice Truth #2. For example, make sure you save the gift certificates your customers redeem and then calculate the response rate you’re getting. More importantly, always track *how many sales and customers you make* so you know the exact ROI you’re getting. Something that’s virtually impossible with any other form of marketing!

“Sender Score Certified” Means Loyal Rewards® Emails are Now More Effective than Ever

Since its inception, Loyal Rewards clients have been thrilled with the amazingly high response rates our customer emailings get. And now we’ve taken *extra* steps to maximize delivery by earning accreditation under Return Path’s *Sender Score Certified* whitelisting program. “*Having this certification reduces the risk that our emails will be blocked by ISP or corporate spam filters*”, said CEO Jay Siff. Loyal Rewards qualified for *Sender Score Certified* status after undergoing a rigorous evaluation of its email practices, including list maintenance, security, authentication records, inclusion of unsubscribe options on every email, and consumer complaint history. Bottom line? “*It means every time your Loyal Rewards emails are sent,*” Jay explained, “*more will be delivered... and that allows for even better response!*”

Loyal Rewards sends irresistible emails to customers who sign-up for your promotions.

Tested & proven. No computer needed.

Just 41/2¢ each. **No:** contracts, minimum mailings, or monthly fees. **CALL FOR FREE INFO KIT & SAMPLES: 1-800-309-7228.**

(New Customer Special: Mention TargetTIPS for \$100 in FREE emails coupon.)

www.LoyalRewards.com



PROMOTION POWER!

Easy Ways to Create New Streams of Customers and Income Today!

HOT TIP: Celebrate Their Day! What’s one form of mailing that’s virtually assured to get opened and create positive feelings for your business? *Birthday cards!* Simply sending a greeting to local residents for their special day—along with a specially worded birthday gift coupon—has proven to get tremendous response. **Birthday Connections™** makes it easy because all the work is done for you. And it costs less than what you’d pay for a store-bought card alone. No contracts, minimum mailings, or monthly fees. **Call for free info kit and samples: 1-800-875-1522.** (New Customer Special: We’ll pay you \$100 cash just for trying it! Call today for full details.)



JAY’S TOP SECRETS

For Creating Irresistible Advertising

SECRET #37: Be a Consumer Advocate

What does your competition do—that you *don’t*—that consumers would want to know about? Do they use packaged meats? Days-old cheese? Do they let their pizzas sit under the heat lamps for hours until every last slice is sold? Do they use canned sauce? Frozen dough? Each of these—and many more—are opportunities for you to exploit your competitive advantage. Problem is, unless you’re thinking like a promoter, you may *know* these facts, but never *do* anything with them! Never stop asking, “*What do we do better that can be exploited in our advertising?*”

How to Strike CUSTOMER SERVICE

GOLD!

Simple Ways to “WOW” ‘Em Every Time

GREAT SERVICE IS GREAT ADVERTISING—Did you know that great service is the *best* advertising you’ll ever create? Most businesspeople slave over just the right combination of words and images to create super ads, but fail to provide super service once the customer steps through their doors! Moving Targets gets new customers through their doors, but they treat these fresh prospects like nobody special. They’re cutting their own throats! For just one week, challenge your staff to provide customer service that’s 10x as good as usual... *and watch what happens!*

Hundreds of Client Feedback Letters Prove that...

Moving Targets® Delivers *Powerful* Long-Term Results!



Jay Siff, CEO

IT'S A FACT: The longer you mail with us, the more effective your mailings become. That's because Moving Targets is a long-term program with a proven track record with thousands of businesses nationwide. It's why we tell our clients, *"Try us for 6 months and you'll stay with us for life!"* But don't take *my* word for it! Below are some of the *hundreds* of letters from Moving Targets clients that are cashing-in on the profitable "snowball" effect our mailings create.

December 11, 2007

Jay Siff, CEO
Moving Targets
812 Chestnut St.
Perkasie PA 18944

Dear Mr. Siff:

New customers who move into Buffalo find out who we are and where we are located by the coupon we use. I can't imagine a more effective way to promote my business to new people moving into town.

This past year has been a challenging in the food industry with the high price of gas and low consumer confidence.

To keep our upward momentum in sales, our ad campaign had to start out with a positive experience. Moving Targets provided that experience through getting new customers familiar with our store, products, and services. Our highest coupon redemption was with our ad with Moving Targets.

Thank you for helping to make my business successful this past year.

Sincerely,

David A. Backes, Franchisee
Domino's Pizza
96-14th St. NE
PO Box 72
Buffalo MN 55313

SUCCESS CASE-STUDY #61

Business: Domino's Pizza
Offer: One Medium Pizza with 1 Topping...
an \$11.00 Value!
Moving Targets Mailer Since: August 2004

...is creating new business for your business!

IT REALLY WORKS! Moving Targets has added over \$610 million in profits to over 20,000 businesses like yours by successfully introducing them to more than 32 million families nationwide... *truly a win-win for everyone!*

At Moving Targets, our only business...



Tires

Brakes

Cabs

Exhausts

Tune-Ups

Front End

Spin Balance

Engine Diagnosis

Fuel Injection
Service

Computer Systems
Service

A.B.S. Brake
Service

Transmission
Service

December 26th 2007

Dear Jay

We started using Moving Targets in the summer of 2002. Since then we have seen an average of six new customers per week come in from the program. Some weeks as many as 9 or 10. The complimentary lube, oil and filter we offer has shown a 7 or 8 % return. A large portion of the new customers become regular customers. This method of advertising works very well. I have a stack of coupons eight inches thick to prove it.

Thanks for your help

Ronald G. Fauquette Jr
President

SILVER SPRING AUTOMOTIVE, INC.
5902 North Green Bay Avenue
Glendale, Wisconsin 53209
TEL: (414) 351-9080
FAX: (414) 351-5120

SUCCESS CASE-STUDY #62

Business: Silver Spring Automotive, Inc.
Offer: Free Free Lube, Oil & Filter Change...
a \$54.95 Value!
Moving Targets Mailer Since: December 2001